



## Chapter Three: Development Framework

3.1 Visioning .....	30
3.2 Development Framework Plan .....	31
3.3 Development Projects .....	31
3.4 Zoning Recommendations .....	43
3.5 CDP Land Use Recommendations .....	46
3.6 Transportation Recommendations .....	46

### 3.1 Visioning

The Development Framework focuses on strategies for future land use, zoning and transportation projects for the English Avenue CRP Update Study Area. In an attempt to create a reasonably realistic picture of new development in the area based on a community-wide vision, a detailed development approach for ten catalytic projects is also illustrated in this section.

The plan strategies and development concepts for English Avenue originated in a visioning workshop convened on December 10, 2006 with approximately 40 community participants for the purpose of engaging the community participants in the visioning process for the area. The workshop format included a presentation of existing physical conditions within the study area and the participants worked in groups with facilitators to capture the future land use and circulation pattern for the community.

With Donald Lee Hollowell Pkwy. being a pivotal east-west connector, several conceptual models of future development were also constructed using building blocks as an interactive exercise.

The consensus points or “Big Ideas” generated from the interactive workshop included:

- The core of English Avenue should remain single family residential
- Concentrate high density mixed use development along the major roads – Northside Drive, Donald Lee Hollowell and Simpson Road
- Buffer the single family from higher density development with low and medium density residential
- Create nodes for neighborhood serving retail at James P. Brawley & Kennedy and at North Avenue & English Avenue
- Enhance the major roadways and interior connector streets with pedestrian improvements such as sidewalks, trees, paving and lighting
- Create new open space and develop connections to planned parks/ trails
- Develop gateways and identity markers for the community

These strategies and preliminary development concepts were validated by a Bus Tour for the Steering Committee and community stakeholders convened on February 11, 2006.

*Participants at the final public meeting on June 24, 2006 voted unanimously to accept the recommendations of the English Avenue Community Redevelopment Plan Update.*

#### Visioning Workshop Land Use Exercise



**Visioning Workshop Donald Lee Hollowell Pkwy. Exercise**



**English Avenue “Envision” Bus Tour**





## 3.2 Future Land Use/ Development Framework Plan

The Development Framework Plan or Future Land Use plan reflects the overall theme for future development envisioned in the English Avenue study area. It incorporates both the community's vision as well as the planning team's analysis of market demand and development potential in this area. The ten land use categories that describe these future uses are consistent with those contained in the current City of Atlanta Comprehensive Development Plan (CDP) 15-Year Land Use Plan, including:

- Single-Family Residential
- Low density Residential
- Low-Density Residential
- Medium-Density Residential
- High-Density Residential
- Low-Density Commercial
- Medium-Density Commercial
- Mixed-Use( mix of uses in single building)
- Industrial
- Institutional
- Green Space

The future land use pattern within the study area recommends preserving the interior residential blocks for a variety of quality housing products while encouraging the vitality of higher density mixed use development along the periphery of the study area along major arterials. The plan introduces opportunities for increase open space and recreational facilities in addition to trails and greenway connections to open spaces adjacent to the community. Neighborhood servicing retail node are encouraged in the interior of the neighborhood. These retail options provide alternatives for local residents that will not compete with regional serving retail proposed on the fringes of the community.

## 3.3 Development Projects

All projects, concepts and ideas as contained herein are designed to fulfill the vision, goals and objectives as discussed previously in this report. The following ten development project concepts are rooted in an understanding of the current real estate market for the English Avenue area and Atlanta's Downtown.

The development projects outlined in this section are conceptual development plans for specific target areas that possess a great opportunity for reinvestment due to location and visibility or level of deterioration/ lack of investment. In addition, several projects consist of plans currently being pursued for development by key stakeholders .



**Single-Family Residential**

- 1-2 stories
- one unit per lot
- detached homes



**Medium Density Commercial**

- 4-6 stories
- goods and services
- malls, mid-rise office buildings, mid/high-rise shopping centers



**Low-Density Residential**

- 1-3 stories
- up to 12 units per acre
- duplexes, triplexes, townhomes



**Mixed-Use**

- number of stories vary
- a mix of uses in a single building (residential use is 20% of building)
- apartment building with a drug store on the bottom floor



**Medium-Density Residential**

- 2-4 stories
- 12-36 units per acre
- apartments, condominiums, lofts, senior/assisted living facilities



**Industrial**

- number of stories vary
- mainly manufacturing, production and processing uses, trucking facility, factory, power plant, junk yard, distribution center



**High-Density Residential**

- 5-12 stories
- 36-72 units per acre
- apartments, condos, senior/assisted living towers



**Institutional**

- number of stories vary
- civic or service-related uses
- health care providers, hospital, city hall, community center, school, library, police station, post office, etc.



**Low-Density Commercial**

- 1-3 stories
- goods and services
- retail, restaurants, laundry, drug store, grocery store, gas station, coffee shop, bank, auto repair shop, etc.

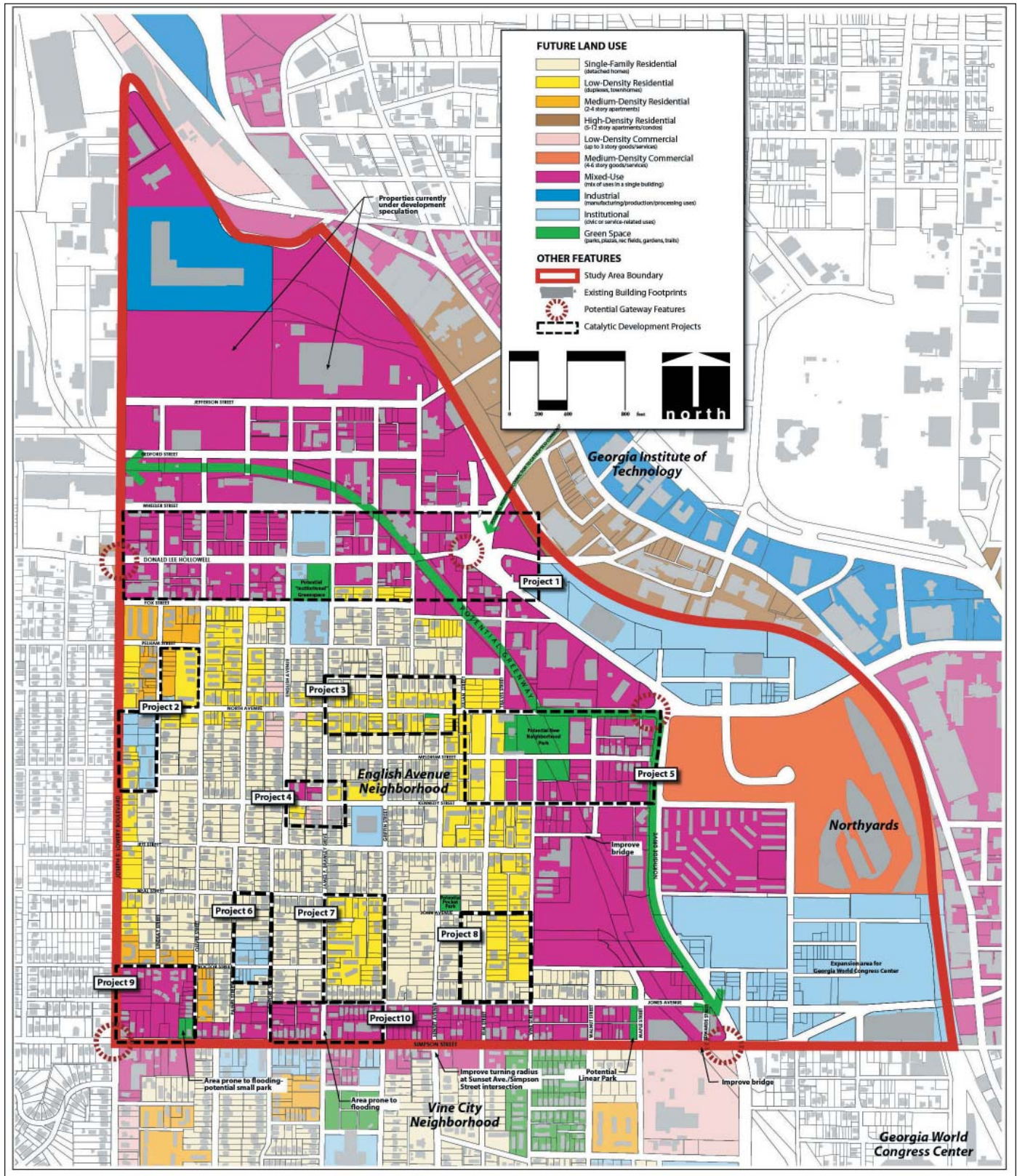


**Green Space**

- property that is intentionally being used as open space
- park, plaza, recreational field, garden, trail, golf course, nature preserve, etc.



Figure 3.1  
Future Development Framework







PROJECT OVERVIEW

Future development along Hollowell should incorporate a variety of uses, should cater to pedestrians and should be implemented with street frontage. This area has a large amount of historic resources that should be enhanced and preserved. Many opportunities for medium to high-density multifamily housing. Whereas Simpson Road and Northside Drive have larger development sites, parcels along Hollowell are smaller and require more contextually-sensitive design/development. Potential for rehabilitation of former English Avenue School and Carnegie Library, enhancement of existing Boys and Girls Club and creation of greenspace could establish a neighborhood “institutional center.”

MARKET PERSPECTIVE

The total of 17 development projects within this project area is absolutely immense. The scale of development on this corridor alone is clearly only feasible in a very long-term timeframe. However, changes along Hollowell corridor are going to be key in the long-term redevelopment within the English Avenue study area. The key intersections at Northside Drive and Lowery Boulevard should be developed first along the Hollowell corridor, creating anchors to help development fill in between. The Northside Drive intersection should be prioritized over the Lowery Boulevard intersection, as there is more existing momentum to be leveraged along this corridor currently. A few specific notes among the 17 development projects: **A)** This corridor could not, nor the greater market area, support two grocery stores. One is noted from the Bankhead LCI at the Lowery intersection and one is noted in this plan at the Northside intersection. Only one could be supported ultimately, and that is likely at least five to seven years away, assuming very positive market changes. **B)** Continued concerns about church expansion noted within this corridor; though shared parking possibilities noted for future residential development is certainly a considerable help for the private market. **C)** Use caution in naming national retail tenants at this point. It seems premature for market conditions to be feasible to attract known national tenants. **D)** Greenway and Institutional Center noted would be key public and non-profit amenities that could serve as catalysts to spur private development.

POTENTIAL DEVELOPMENT PROJECT  
ENGLISH AVENUE COMMUNITY REDEVELOPMENT PLAN UPDATE  
SEPTEMBER 2006

DEVELOPMENT PROGRAM

- P1.1: Bankhead LCI Plan** - Included a large-scale retail site incorporating a mix of uses including a grocery store, multifamily, townhomes, surface parking and greenspace. Also included preservation and renovation of historic storefront on corner
- P1.2: Mixed-Use and Townhomes** - Small, dense mixed-use infill developments to be integrated with renovation of existing historic storefront. Parking can be shared with church along Wheeler.
- P1.3: Multifamily and Townhomes** - “Rooftop Lofts” currently proposed for NW corner of block. Preserve existing s/f homes on NE corner. Enhance church property on SE corner and add outdoor garden space. New multifamily building along Hollowell.
- P1.4: Multifamily and Mixed-Use** - New multifamily building fronting Wheeler Street (contemporary aesthetic). New mixed-use buildings along Hollowell with ground floor retail. Renovate existing storefronts. Central shared parking.
- P1.5: Townhomes, Lofts and Renovations** - This area has the most abundant stock of historic storefronts along Hollowell - preserve/renovate into storefront retail. Also potential for outdoor dining space. Townhomes and lofts to be developed along Oliver, Paines and Wheeler.
- P1.6: Existing Churches and Multifamily** - Preserve/enhance existing churches on Brawley north of Hollowell. Opportunities for new multifamily along Hollowell.
- P1.7: Entertainment and Greenway** - Potential restoration of existing industrial building and conversion into restaurants and retail; outdoor dining can overlook greenway. greenway includes wide walking/jogging/bike trail that links to BeltLine and PATH. Also renovate nearby storefronts along Hollowell.
- P1.8: Large Mixed-Use Development** - 7-8 floor development with large ground floor tenant (grocery store, big box, etc.). Office and residential on upper floors with retail along Hollowell. Should have significant architectural feature as focal point to neighborhood entrance. Structured parking and views of Downtown Atlanta.

DEVELOPMENT SUMMARY

- P1.9: Mixed-Use and Townhomes** - Mixed-Use on main corner, townhomes along Lowery.
- P1.10: Mixed-Use, Gas Station and Townhomes** - Explore possibility of developing gas station integrated with new mixed-use development and away from main corner of Hollowell/Lowery.
- P1.11: Storefront Renovation, Multifamily and Townhomes** - Renovate existing storefronts as retail space, m/f development adds street edge along Hollowell w/ townhomes along Fox Street.
- P1.12: Multifamily and Mixed-Use** - New dev’t has street edge on Hollowell with parking in rear.
- P1.13: Restaurants, Retail and Lofts** - Potential to renovate existing “drive-through” buildings as restaurant space w/ outdoor dining. Add small mixed-use and preserve/enhance church.
- P1.14: Institutional Center and Greenspace** - Potential programmatic connections between Boys & Girls Club, Carnegie Library and English Avenue School. Potential neighborhood park w/ open lawn, playground and preservation of old growth trees.
- P1.15: Multifamily and Townhomes** - Apartments/lofts along Hollwell, single-family and townhomes along Fox Street.
- P1.16: Mixed-Use and Townhomes** - Ground floor retail w/ lofts/apts/offices above along Hollowell. Townhomes along Fox Street w/ “tuck under” parking.
- P1.17: Multifamily with Corner Retail** - High-density development with retail/focal point on corner. Residences above overlook new greenway and have views of Downtown Atlanta. Structured parking, private courtyard and access to mixed-use path.

Project Size	43 acres
EXISTING	
s/f homes	14
institutional	43,500 s.f.
greenspace	1.2 acres
PROPOSED	
s/f homes	0
townhomes	97
m/f housing*	580 units
new office**	230,000 s.f.
new retail	88,000 s.f.
renovated retail	53,500
new greenspace (including new greenway)	2.8 acres
*m/f units are calculated at 1,200 s.f. each	
**mixed-use other than retail = 25% office, 75% m/f	





## Project Area 2 : Institutional Expansion and New Housing



### PROJECT OVERVIEW

Expansion plans for Lindsay Street Baptist Church include relocated parking, conversion of old sanctuary into community-outreach facility and further establishment of presence at corner of Lindsay Street and North Avenue. Church plans are in conjunction with development of potential multifamily/senior housing and townhomes on existing vacant/parking parcels owned by church. Also potential to establish townhomes along Lowery to enhance presence of street and hide new parking.

### MARKET PERSPECTIVE

Expansion of church facilities is a point of concern, as outlined earlier. Providing senior and/or assisted living housing is a feasible product for this area. It has a growing demand, and is eligible for mixed financing.

### DEVELOPMENT PROGRAM

**P2.1: New Senior Housing and Townhomes** - Future land use allows medium-density residential (multifamily) in this area. Potential for up to 4 stories of senior housing to be developed in conjunction with church expansions on land mostly owned by church. These facilities can be programmatically linked with church functions and efforts. Townhomes on SE corner provide scale/height transition between multifamily and single-family.

**P2.2: Expanded Parking Lot and New Townhomes** - In an effort to provide more parking and better access to the main sanctuary, Lindsay Street Baptist Church can expand parking to the south along Lindsay Street. New townhomes can be developed along Lowery to enhance street presence and hide new parking.

\*\*In addition, Beutell Street has potential to be extended west towards Lowery to provide better east-west access to neighborhood via Kennedy Street. This also provides additional ingress and egress points to new parking.

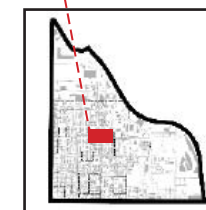
\*\*NW and SE corners of Lindsay Street and North Avenue intersection have potential for long-term church facility expansion.

### DEVELOPMENT SUMMARY

Project Size	5.4 acres
<b>EXISTING</b>	
institutional	26,000 s.f.
<b>PROPOSED</b>	
townhomes	21
m/f (senior) units	100



## Project Area 3: Townhomes and Single-Family Infill along North Avenue



### PROJECT OVERVIEW

New single-family homes respect scale and architectural character of existing homes. Go hand-in-hand with renovation of existing homes. Vacant parcels can also be consolidated and developed as townhomes to enhance presence of North Avenue as a main entry to neighborhood.

### MARKET PERSPECTIVE

Increasing density with townhomes is good for local market. Oftentimes, townhomes are also a product that appeals to a different demographic than single-family homes. This is a project that should be considered for the long-term. This kind of infill redevelopment will begin to naturally occur when there is enough market pressure on the edges of the neighborhood to increase demand and price points for interior neighborhood locations. Notation of objective to make North Avenue more of main entry to neighborhood is imperative; this would allow the opportunity for the "known" North Avenue in the eastern and central parts of the City to bridge an association with this western portion.

### DEVELOPMENT PROGRAM

**P3.1: New Townhomes** - Potential for consolidation of neighboring deteriorated/dilapidated single-family parcels into larger parcels for townhome development fronting North Avenue. 3 story buildings that utilize alley access where possible.

**P3.2: Single-Family Infill** - In areas where single-family homes are stable and in good condition, allow only single-family infill. Consider renovation of select deteriorated homes in conjunction with new infill. Scale, character and orientation of new homes to respect that of existing homes (see design guidelines).

### DEVELOPMENT SUMMARY

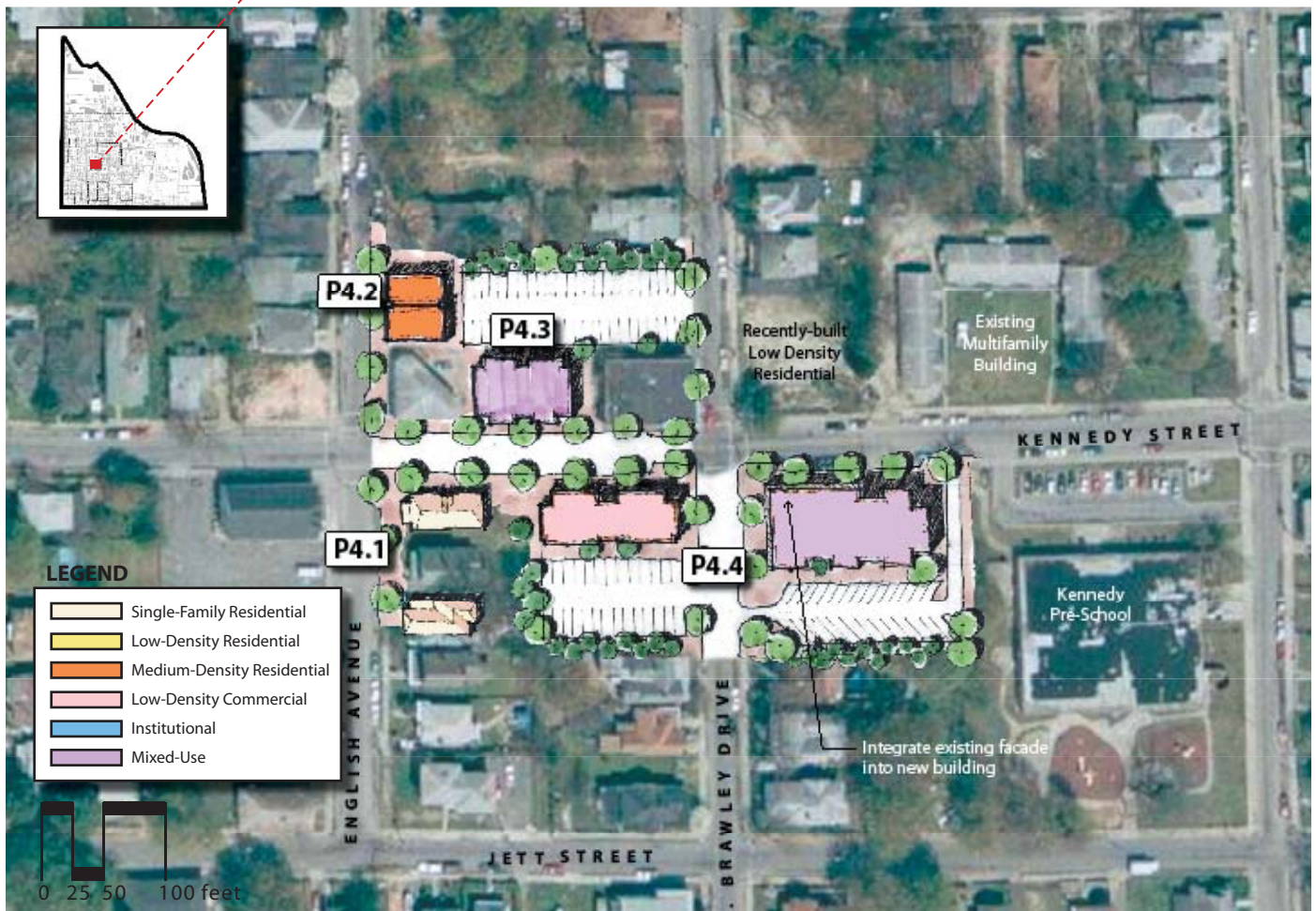
Project Size 12.9 acres

**EXISTING**  
s/f homes 29

**PROPOSED**  
s/f homes 38  
townhomes 30



## Project Area 4 : Neighborhood Commercial



### PROJECT OVERVIEW

The residents of English Avenue have made neighborhood-oriented businesses a priority. With this in mind, the intersection of Kennedy and Brawley has great potential to act as a center for small-scale, neighborhood-oriented goods and services. The 2-story historic structure on the NW corner is an opportunity for rehabilitation and establishment of such types of uses. Additionally, the historic church “shell” on the SE corner has potential to be integrated into a new neighborhood commercial development. Streetscape improvements and on-street parking here will be key in “jump-starting” this node.

### MARKET PERSPECTIVE

The diversification of uses in this project area will be important in the long-term for neighborhood-scale services. As the neighborhood redevelops, it will be a key amenity to have small-scale commercial uses within walking distance to residential. With that said, this is another project area that should be viewed as longer-term. This kind of development will follow as the residential product in the study area transitions and increases in price point. This kind of redevelopment is easily ten or more years away.

### DEVELOPMENT PROGRAM

**P4.1: Single-Family Infill** - New single-family homes to respect scale and character of existing (see design guidelines).

**P4.2: Multifamily** - Small m/f or low-density residential possible. 4 units in 2 stories w/ rear shared parking.

**P4.3: New Mixed-Use** - New development to follow rehab of existing mixed-use building immediately east. 2-stories w/ 3 lofts on top floor and 3,500 sq.ft. retail on ground floor. Shared surface + on-street parking.

**P4.4: Mixed-Use** - Potential to integrate existing facade into new commercial building. 10,000 sq.ft. in 1 floor - combination of loft housing and small retail. Shared surface parking in rear.

### DEVELOPMENT SUMMARY

Project Size 2.3 acres

#### EXISTING

s/f homes	1
retail	2,000 s.f. (+/-)

#### PROPOSED

s/f homes	2
m/f units*	11
new retail	1,200 s.f.
renovated retail	4,000 s.f.

\*includes new m/u building



## Project Area 5 : Density “Cross Section” and Greenspace at North Avenue and Northside Drive



### PROJECT OVERVIEW

Bethursday Development Corporation currently developing plans to “bookend” frontage on Northside Drive in conjunction with Gateway Apartments on south end. Includes High-Density Mixed-Use development along Northside Drive transitioning down to single-family towards the interior of the neighborhood. Incorporates a large amount of new housing, a new community center and a large park with outdoor amphitheatre, children’s playground, jogging trails, open space and a north-south connection to the greenway.

### MARKET PERSPECTIVE

This development project is “on the books” and underway. The increased scale on Northside Drive is important and will significantly help the market pressure build throughout the rest of the study area, if done well. The central portion of this project, with the community center and open space, will be an asset, but its quality and long-term maintenance will play a critical role in “making or breaking” further development in the area. The townhomes along Elm Street will provide a nice and marketable transition to the surrounding single-family uses. It will be critical for this development package to begin at its orientation to North Avenue and Northside Drive, instead of being oriented internal to the neighborhood. If it begins at this important intersection, it should be rated as one of the key priority projects for the study area in the short-term.

### DEVELOPMENT PROGRAM

**P5.1: New Townhomes** - New townhomes provide “density transition” between high-density development along Northside Drive and single-family towards the interior of the neighborhood. Alley-access with mix of ground floor parking and detached garages.

**P5.2: Multifamily along North Avenue** - In continuing to enhance the gateway to English Avenue via North Avenue, development of multifamily should be 5-6 stories with shared structured parking. Main views to adjacent greenspace and partial views of Downtown Atlanta.

**P5.3: Community Center** - 4 story community center programmatically linked with Antioch Baptist Church. Shared parking deck across the street, immediate access to large greenspace, trails and tot lot.

**P5.4: Mixed-Use along Northside Drive** - Dense development very appropriate for this rapidly-developing corridor. 8 stories with good mix of retail, office and residential spaces. Great views of Downtown Atlanta. Structured parking, interior courtyard/pool/amenity spaces.

**English Avenue Park** - Potential large new park to be developed in conjunction with future Bethursday development. Wide range of uses including large open lawns, paved plazas, bike/walking/jogging trails, tree-lined sidewalks, a large tot lot and an outdoor amphitheatre.

### DEVELOPMENT SUMMARY

Project Size 19.5 acres

#### EXISTING

institutional 2,000 s.f.  
s/f homes 4

#### PROPOSED

new retail 49,000 s.f.  
renovated m/f 8 units  
(Hudgins building)  
m/f units 400 units  
townhomes 55  
office 86,000 s.f.  
institutional 70,000 s.f.  
public greenspace 6.5 acres  
private greenspace 1.2 acres



## Project Area 6 : Institutional Expansion and Single-Family Infill



### PROJECT OVERVIEW

New Jerusalem Baptist Church has plans for construction of new sanctuary in the short term and establishment of a "campus" in the long-term. New surface parking located to south of Proctor Street. Existing sanctuary to be used for various community outreach-related activities. Institutional expansion in conjunction with single-family infill that respects scale and architectural character of existing homes.

### MARKET PERSPECTIVE

Expansion of church facilities is a point of concern, as outlined earlier. The residential infill would be appropriate at a later time, due to its internal location in the study area.

### DEVELOPMENT PROGRAM

**P6.1: Single-Family Housing** - 3 existing homes and 9 new homes, 1-2 story. Some to be used as "transitional housing"/community outreach in association with New Jerusalem Baptist Church.

**P6.2: Institutional Expansion** - Both short- and long-term sanctuary expansion for New Jerusalem Baptist Church. Old sanctuary to be used for community outreach and after-school programs. New parking lot on south side of Proctor Street. Opportunities for gardens and courtyard spaces in conjunction with new development.

### DEVELOPMENT SUMMARY

Project Size 3.4 acres

#### EXISTING

s/f units 3  
institutional 2,800 s.f.

#### PROPOSED

s/f infill 9  
institutional 22,000 s.f.



## Project Area 7 : Multifamily Renovation, Townhomes and Single-Family



### PROJECT OVERVIEW

Potential for some existing multifamily structures to be renovated into affordable "for sale" units. Potential for existing vacant and underutilized parcels to be consolidated and developed as new townhomes. Some deteriorated multifamily structures and single-family homes can be replaced with new single-family homes.

### MARKET PERSPECTIVE

Significant improvements would have to be made to existing multifamily to provide a competitive product. Additionally, the ideal would be to renovate and offer this product as mixed-income instead of solely affordable. Making a transition to more owner-occupied residential product in the neighborhood would be a positive. This renovation and infill would be appropriate at a later time, due to its internal location in the study area.

### DEVELOPMENT SUMMARY

Project Size 6.6 acres

#### EXISTING

s/f units 22

#### PROPOSED

s/f infill 10

renovated m/f

43 units (+/-)

### DEVELOPMENT PROGRAM

**P7.1, P7.2, P7.3: Existing Multifamily Renovations** - Potential renovations/conversions into affordable "for sale" units with possible painted brick facades, new roofs, new exterior lighting. Potential consolidation or expansion into larger units. Add defined parking areas with shade trees, landscaping, sidewalks, courtyard/garden spaces where possible.

**P7.4: Single-Family Infill** - New 1-2 story homes in accordance with scale and character of existing homes (see design guidelines). Driveways along side of houses (some shared). Badly deteriorated multifamily can be demolished and subdivided for future single-family homes.



## Project Area 8 : Townhomes and Single-Family Infill



### PROJECT OVERVIEW

Existing vacant lots and dilapidated homes can be consolidated and redeveloped as new townhomes. Also opportunities for single-family infill. Transition from the Bethursday development to the east down to townhomes, then down again to single-family homes.

### MARKET PERSPECTIVE

This residential infill of single-family homes and townhomes would be appropriate at a later time, due to its internal location in the study area.

### DEVELOPMENT PROGRAM

**P8.1: Single-Family Infill** - Multiple infill opportunities along Elm Street for 1-2 story single-family. Potential for alley access unlikely. Shared driveways should be utilized where possible.  
**P8.2: Townhomes** - Potential for variety of townhome units along Elm and Vine Streets. Topographical challenges and limited (narrow) road capacities may make new development difficult. New townhomes should include a variety of styles; parapet buildings along Vine Street appropriate across from future Bethursday development, craftsman-style on Elm Street. Alley access should be utilized; detached (rear) garages may be appropriate on deep land parcels.

### DEVELOPMENT SUMMARY

Project Size 5.9 acres

#### EXISTING

s/f units 8  
 institutional 2,500 s.f.

#### PROPOSED

s/f infill 8  
 townhomes 28



## Project Area 9 : Proctor Village



### PROJECT OVERVIEW

Short-term plans to develop townhomes and a mixed-use building on currently-owned parcels. Long-term plans to continue townhomes along edges of block and develop a mixed-use building (with major retail anchor) at corner of Lowery and Simpson. Long-term plans contingent upon future land acquisition.

### MARKET PERSPECTIVE

This development is also underway and located at another key intersection, Simpson Street and Joseph L. Lowery Boulevard. The increased scale on both Lowery and Simpson is important and will markedly help the market pressure build throughout the rest of the study area, if done well. Getting as much of a presence at this intersection as quickly as feasible is crucial. While the small-scale mixed-use building of three-stories and some townhomes is definitely an asset, the scale at the corner is what will really push this development up to a notable level, in market terms. With an orientation towards this important intersection, this project should be rated as one of the key priority projects for the study area in the short-term.

### DEVELOPMENT PROGRAM

**P9.1: New Townhomes** - Townhomes to be built in multiple phases. Interior units front on central courtyard/garden space.

**P9.2: Mixed-Use along Simpson** - 4-6 stories on corner, 3 stories further east. Site topography allows subgrade parking for residential units. Ground floor retail, for-sale condominiums and lofts appropriate. SE corner of block has drainage issues - consider usage as greenspace/ water retention.

### DEVELOPMENT SUMMARY

Project Size 6.2 acres

#### EXISTING

no existing structures to remain in long-term vision

#### PROPOSED

townhomes	75
m/f units	100 (+/-)
retail	30,000 s.f.
greenspace	0.75 acres



## Project Area 10 : Small-scale Simpson mixed-use



### PROJECT OVERVIEW

New ground-floor retail with possible residential and/or office above. Potential 3-5 story buildings with neighborhood retail. Can act as anchor to developing and enhancing Brawley Street as main north-south connector. Since Jones Avenue must stay single-family/low-density residential (as per framework plan/community input), developing mixed-use in certain parcels along Simpson will be tricky.

### MARKET PERSPECTIVE

This development project can make a notable statement on Simpson Street. However, the progress of the plans and development initiatives included in the Vine City Redevelopment Plan will clearly have a significant impact on what happens here as well. The small-scale mixed-use is a good project to continue development along Simpson Street once Proctor Village is at least partially occupied. While this project should be viewed at an intermediate timeline, the 44,000 square feet of commercial space is quite large. Most likely it will have to be split into two phases, with the residential and commercial building being the first one built. The second mixed-use building would probably fall into a longer-term timeline, given the likely absorption rates from Proctor Village, the development of the first mixed-use building at this location, and the development on the Vine City side of Simpson Street.

### DEVELOPMENT PROGRAM

**P10.1: Townhomes** - Townhomes front Newport and Brawley while hiding surface parking. Rear (first floor) garage access and shared guest parking.

**P10.2: Mixed-Use** - 3-story mixed-use development along Simpson with rear surface parking. Opportunity to consolidate multiple parcels into a single (deeper) parcel allows accommodation of parking requirements, which yields more dense development.

**P10.3: Single-Family Infill** - New homes to match scale and character of existing homes (see design guidelines).

**P10.4: Mixed-Use** - (2 story) Shallow parcel depth creates a challenge for accommodating needed parking for new commercial space. Limited amount of parking eliminates possibility of continuous street edge along Simpson.

### DEVELOPMENT SUMMARY

Project Size 4.7 acres

#### EXISTING

s/f homes 6

#### PROPOSED

s/f homes	2
townhomes	75
m/f units	44 units
office	17,500 s.f.
retail	7,200 s.f.



### 3.4 Zoning Recommendations

The zoning recommendations of this document are solely and singularly designed to implement the final plan created by the community through this process. The recommended zoning and even land uses are the agent to implement the plan generated by the months of meetings, ideation and involvement. Thusly, this plan incorporates the wishes of the community and the overall vision and direction established by this Redevelopment Plan update process.

The existing study area is made up entirely of the conventional zoning districts of R, RG, I and C districts. All future rezoning should be consistent with City of Atlanta Urban Design Standards. To ensure that all future development meets these standards, and to avoid lengthy rezoning processes in the future, it is the desire of the City to rezone these remaining conventional zoning areas to the new Quality of Life Zoning Districts. All existing RG, I and C districts are to be rezoned to the new LW, MR or MRC zoning districts and the existing R districts will look to utilize ongoing and upcoming infill housing revisions completed by the City of Atlanta to ensure that these districts can grow into the future while preserving the single-family characteristics of the neighborhood that exist today.

In addition to the conventional zoning districts being supplanted by the new Quality of Life districts and the R single-family district at the core getting updated in the future to address infill housing issues, some additional urban design elements are to be attached to these districts to ensure that the specific design details of this Redevelopment Plan are addressed and implemented through future development as part of the zoning. The recommended zoning districts for the English Avenue Redevelopment Plan Area and the additional urban design elements described in detail in the Appendix are as

follows:

#### R4A - Single Family Residential District

Allows for single family detached residential uses. Intended for more urban, in-town neighborhood with smaller lots and smaller setbacks. This district is located at the core of the neighborhood and constitutes the existing single-family detached residential community.

##### Conditions:

- Rear alley parking shall utilized wherever possible
- Driveways, where necessary, shall be limited to the width of one car
- Main entries shall be linked to the street fronting sidewalk
- Utilities and all associate components shall be screened from the public right-of-way
- Large old growth trees shall be preserved
- Lots shall be between 40 and 55 feet in width
- New homes shall have spacious front porches
- Windows shall be vertically proportioned on the walls of the house
- Chimneys shall be constructed of brick
- Crawlspace underneath homes shall be concealed
- Roofs shall incorporate craftsman details including hips, gables, exposed beams, dormers, brackets, exposed rafter tails, gable vents and similar architectural details
- All floors located above the first floor shall be set back and recessed from the first floor
- Columns shall be proportional to the building structure
- Vinyl and aluminum materials shall be prohibited

#### MR2 - Townhome District

Creates an environment for attached residential uses in the form of town houses or town homes. Units can be attached side to side to provide for a row or continuous building frontage of attached residential uses. This townhome district is to be used on the periphery of the single-family

#### Zoning Chart

DIMENSIONS	R4A	MR2	MR5B	LW	NC	MRC1	MRC2	OI
Residential FAR (max)	0.5	0.348	3.2	0.5	1.5	0.696	1.5	3.2
Non-Residential FAR (max)	None	None	5%*	1.196	1.5	1.5	2.5	3
Building Height (max)	35'	35'	35'**	35'**	35'**	35'**	52'**	None
Front Yard/Supplemental Zone (min)	35'	5' or 9'	5' or 9'	5' or 9'	0' or 5'	0' or 5'	0' or 5'	50'
Side Yard (min)	7'	0' or 10'	0' or 15'	7' or 20'	0' or 20'	0' or 20'	0' or 20'	15'
Rear Yard (min)	15'	10'	15'	7' or 20'	0' or 20'	0' or 20'	0' or 20'	25'
Sidewalk (min)	5'	11' or 15'	11' or 15'	11' or 15'	15'	15'	15'	None
Lot Coverage (max)	50%	None	None	85%	None	85%	85%	None



core and will serve as both a buffer between the mixed use edges and as another option for housing types in the community which will serve to enable various stages of life and incomes to live in the neighborhood.

**Conditions:**

- New townhomes shall be similar in architecture to any adjacent single family homes including elements such as pitched roofs, eclectic facades, wood porches, wood or hardiplank siding, parapet roofs, large windows and fenestration and other similar architectural elements

**MR4 & 5 - Multi-family District**

This district accommodates a higher density residential in the form of 4-5 floor residential buildings with multiple units. This reflects the multi-family buildings found in many historic intown neighborhoods that are not so tall that they overshadow the neighborhood. This district is primarily on the western edge of the neighborhood and will serve as a way to have higher density residential uses that provide housing options for residents but in a way that respects the fabric of the community and is in proportionate scale to the existing built environment of the community.

**Conditions:**

- Structured parking shall be integrated into the primary structures
- Multi-family developments shall be similar in architecture to any adjacent single family homes including elements such as wood porches, balconies, pitched roofs, brick facades and double hung windows and other similar architectural elements

**NC - Neighborhood Commercial District**

Creates and preserves a district intended to provide limited retail uses to an adjacent neighborhood. By limiting the residential and commercial uses to small amounts, this district enables small nodes to exist in the middle of the neighborhood without generating outside traffic into the neighborhood. The NC districts will be located at the very center of the neighborhood at 2 separate nodes as a way to maintain the existing historic nodes and to allow these to redevelop and grow in the future in a way that is compatible with the adjacent single-family environment.

**Conditions:**

- The design, details and materials of new Neighborhood Commercial buildings shall be compatible with adjacent structures in terms of both scale and building materials

**MRC - Mixed Use District**

A district which enables both residential and non-residential uses to be built in the same building or in different buildings on the same site. This would allow for ground

floor retail or office uses with residential units located above. These districts are good buffers for neighborhoods and allow for redevelopment opportunities on the edges of neighborhoods and also along corridors. The MRC districts constitute the Simpson, Hollowell, Northside Drive and Marietta Street corridors. These corridors are highly trafficked and as such they can accommodate the higher density of uses from both a road capacity and a building footprint perspective. The MRC districts will create a buffered edge around the neighborhood and will provide excellent opportunities for jobs and services for the adjacent English Avenue neighborhood.

**Conditions:**

- Contrasting building heights and roof lines shall be provided to create horizontal “breaks” along and between buildings
- Parking areas and service areas shall be located away from the view of primary streets and accessed via alleys or side streets
- Setbacks of new buildings shall be aligned with adjacent buildings (when adjacent buildings are between 15 and 25 feet from the street curb) to create a defined street edge
- Distinctive architectural elements shall be provided for buildings located on street corners
- Developments located on Northside Drive, Hollowell and Simpson Road shall utilize steel, glass and brick in their building materials

**LW - Live Work District**

A district intended for historically industrial areas which allows for a new mixed use environment. This district allows for a residential and commercial environment similar to the MRC districts with the single exception that this district allows for light industrial uses common in older industrial uses to continue only at limited sizes. The Live Work district is intended to capture the area north of Hollowell and allow it to transition from an Industrial environment to one of light industrial with accessory residential opportunities such as those found in other similar artist and skilled manufacturer communities in the City of Atlanta.

**OI - Office & Institutional District**

This district accommodates singularly office and institutional uses. New residential development is prohibited as this district is intended solely to permit these non-residential uses to exist in office park and institutional campuses kinds of places. This district is located east of Northside Drive and north of North Avenue. The OI district will preserve the ability of the Georgia Institute of Technology and associated uses to provide institutional and academic uses in the area.

**I2 - Industrial District**







This district is for the sole purposes of light and heavy Industrial and Manufacturing uses. Because these districts allow for labor and resource intensive uses, new residential development is not permitted in these districts so as to keep this intrusive district separate from residential uses. The remaining Industrial district is isolated to the northern edge of the district and is a result of the Upper Westside LCI Study done by the City of Atlanta immediately prior to the initiation of this English Avenue Redevelopment Plan update.

*Special consideration is given to existing properties with a higher density use other than what is proposed in this plan. The lower density designation for these properties is in accordance to the vision created by the neighborhood at a series of public meetings. At the time of this plan, these properties had no plans for future uses, changes or improvements. However, should these properties in the future provide plans for changes or improvements that include preserving the existing higher density and use then those plans would be favorably considered by the neighborhood so long as those plans are consistent with the design standards and overall intent of this Redevelopment Plan.*

### 3.5 CDP Land Use Recommendations

As the process of updating and renewing the existing conventional zoning districts takes place, it is essential to create the compatible Land Use Map that allows for the proposed zoning to be implemented. This map is also necessary to indicate those things that cannot be achieved through zoning such as the location of institutional or educational uses and the location for open space or public space properties within the Study Area. Otherwise, it is expected that the Land Uses would reflect the mid-rise mixed use and residential developments that are rapidly defining the properties in the area.

The following additional policy statements are to be added to the NPU-L section of the Land Use Policy Chapter in the updated Comprehensive Development Plan in order to establish via policy the expressed intent of this community and this plan:

- Encourage incorporation of greenspace within the neighborhood core
- Encourage walkable, pedestrian friendly developments and connects
- Encourage connectivity on the interior and exterior of the

neighborhood

- Provide additional opportunities for open spaces to compliment existing and new development in the neighborhood
- Encourage a scale of new development that is compatible with the existing neighborhood
- Preserve the existing scale and character of the neighborhood core
- Provide convenient and improved transit options for the neighborhood
- Encourage mixed use development along Hollowell, Northside Drive, and Simpson Road
- Encourage a mixed-income community to allow for a diversity of ages and incomes
- Encourage utility and infrastructure uses to be physically and aesthetically improved
- Encourage large scale development to be environmentally sustainable within the neighborhood

### 3.6 Transportation Recommendations

The team has developed transportation recommendations based on a thorough assessment of the English Avenue Study Area that address the goals and objectives of the Community Redevelopment Plan.

#### Safety Recommendations

These projects are needed to address existing areas where vehicular or pedestrian safety concerns have been identified.

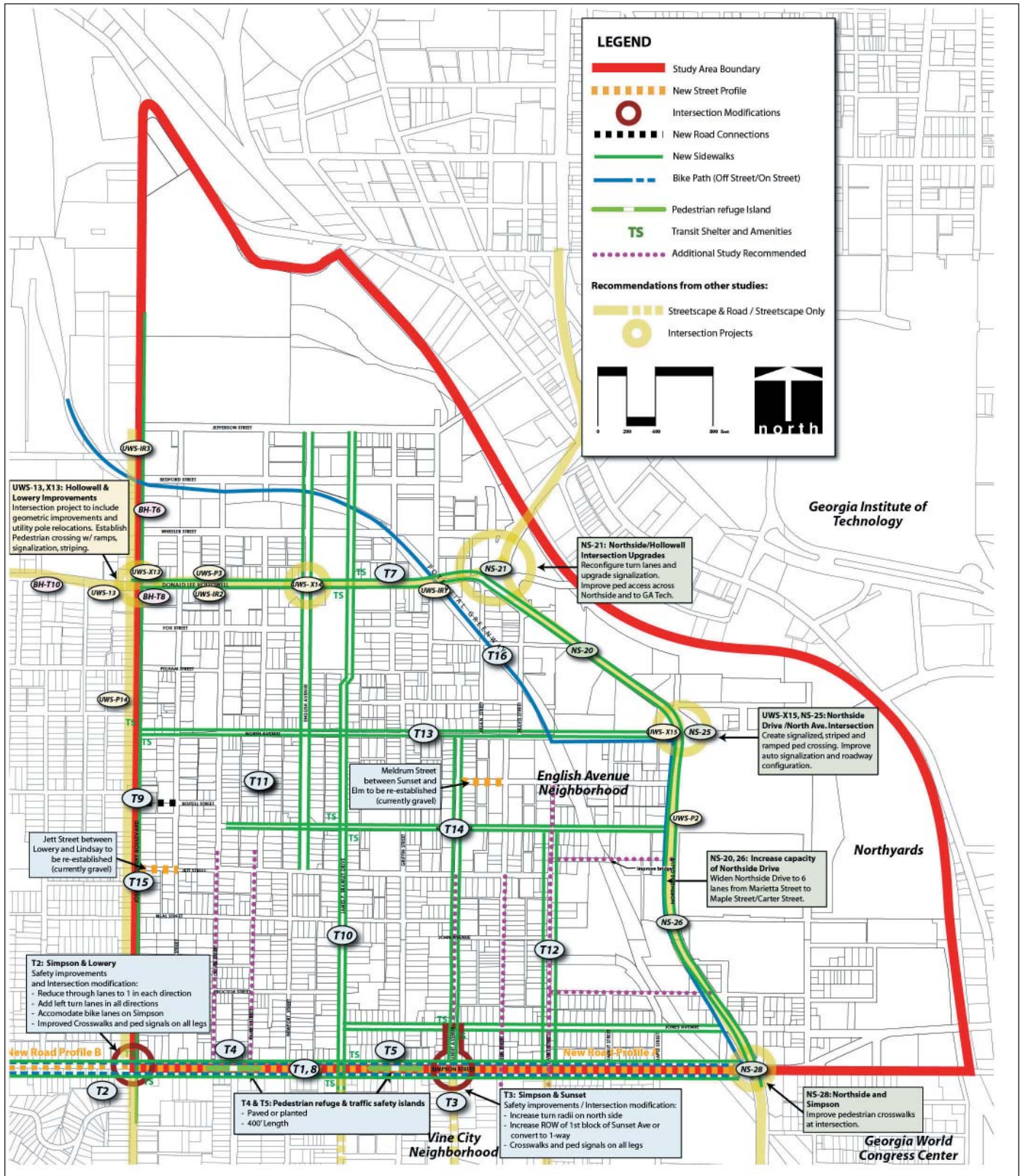
- Improved pedestrian crossings with pedestrian refuges along Simpson near Griffin Street and Sciple Street, and improved crosswalks at major cross streets. Improved access management will help reduce conflict points and improve operations and safety. Better defined driveways and possibly restricting turn movements will reduce potential conflict points and improve safety and operations.
- Narrowing Simpson Street from Northside Drive to Lowery Boulevard to a 3 lane facility within existing right of way, and addition of 5' bike lanes on either side, with either painted median two-way-left-turn-lane or hard median except at major intersections, and restriction of driveways







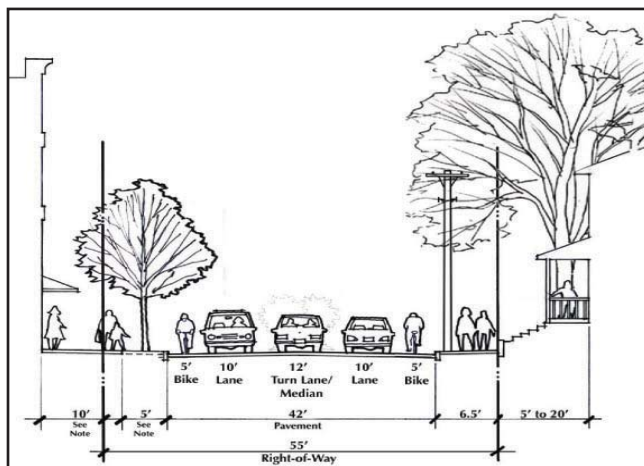
**Figure 3.4**  
**Transportation Recommendations**



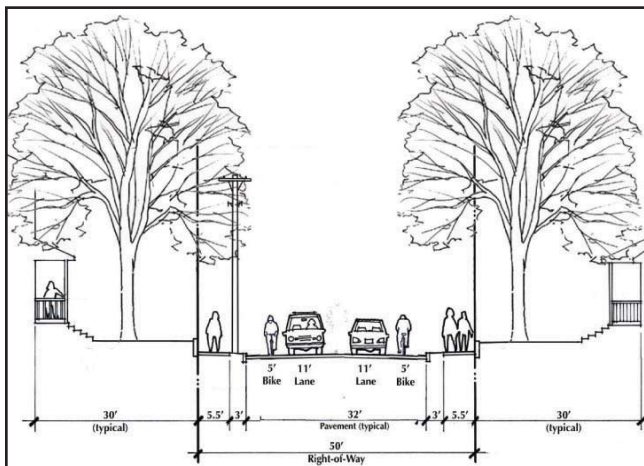
to right-turn only movements from the taper of the existing Ivan Allen Boulevard project at Northside Drive to Lowery Boulevard (formerly Ashby Road). Narrowing Simpson Street to 3 lanes reduces the number of travel lanes pedestrians have to cross, thereby improving safety, and allows for the addition of bike lanes and a raised concrete median at selected locations which may also be designed as pedestrian refuges. Simpson Street has relatively low volumes for a 4 lane collector, and D.L. Hollowell Parkway (former Bankhead Highway); a principal arterial and state highway route paralleling Simpson Street less than a mile to the north, is scheduled to be completed as a 4 lane road from Northside Drive to I-285W which should divert some current through traffic on Simpson.

Simpson Street narrows to 3 lanes west of Lowery and a 3 lane section will provide improved lane continuity. Current Average Daily Traffic (ADT) on Simpson is just under 8,000 according to GDOT traffic count data. Peak hour level of service is currently acceptable and anticipated to remain so

**Simpson Street Profile A**



**Simpson Street Profile B**



both by ARC 2030 model projects and as projected in the BeltLine Study looking at traffic impacts associated with BeltLine development.

- Improve pedestrian crossings at intersection of Lowery Boulevard and Simpson Street. This is an area of fairly heavy pedestrian travel to adjacent businesses, between neighborhoods, and to access transit stops.

- Conduct a focused study for a new signalized intersection at the intersection of Simpson and Sciple Terrace.

### Roadway and Operations Recommendations

- Recommend improved traffic signal systems on perimeter streets – Simpson Street, D. L. Hollowell Parkway, and Lowery Boulevard should all have signal system upgrade, mast arm installation to replace span wire, fiber installation, and signal coordination. This will improve reliability, safety and efficiency of vehicular operations.

- Support a detailed traffic analysis of one-way operations of Vine Street and Elm Street to consider switching direction of one-way operations.

- Support additional study of safety of current operations on several narrow streets: Sunset Avenue, Elm Street, Western Avenue, Vine Street, and Jett Street between Vine Street and Northside Drive to evaluate restricting operations to one-way travel, parking restrictions, or the feasibility of widening.

- Consider operational improvement project on Vine Street to allow two-way operations between Simpson Road and Kennedy St., to provide better access and circulation to the neighborhood adjacent to areas planned for higher density mixed use. This would require additional right of way, some minor realignment, and may have implications for drainage structures and utility relocation.

- Ensure that all public streets in neighborhood are paved and in acceptable condition.

### Transit Recommendations

Although the English Avenue neighborhood is well served by existing MARTA bus routes, there is a lack of transit amenities at stop locations. Amenities such as concrete pads, improved pedestrian access and ramps, bus shelters, lighting, route and schedule information, benches and trash cans will improve the image and utility of transit stops and the comfort of transit patrons.

- Place transit shelters at selected bus stops along perimeter



streets, within the neighborhood near the small commercial area along Kennedy and North Ave at Brawley, and near the proposed institutional development area along D.L. Hollowell Parkway. Try to integrate shelters and stops within or adjacent to proposed redevelopment. Recommended transit shelter locations:

*Intersection of James P. Brawley Drive and Simpson Street*  
*Intersection of Joseph E. Lowery Boulevard and Simpson Street*  
*Intersection of Joseph E. Lowery Boulevard and North Avenue*  
*Intersection of Donald L. Hollowell Parkway and James P. Brawley Drive*  
*Intersection of James P. Brawley Drive and Kennedy Street*  
*Intersection of James P. Brawley Drive and Jones Avenue*

- Support study of feasibility of fixed guideway transit on D.L. Hollowell Parkway in association with proposed development.

### **Bicycle Recommendations**

There are currently no bicycle facilities in the English Avenue neighborhood. Addition of bike lanes, multi-purpose trails on greenways, and bike routes will provide additional transportation options for both utilitarian and recreational use, and is consistent with the desire of the neighborhood to establish a better pedestrian and bicycling environment.

- Install multi-use trail/greenway along abandoned rail right of way if available or obtainable. This would allow construction of a multi-use trail with limited access and some grade separation from vehicular traffic.
- Install bike lanes along Simpson Street from Ivan Allen Boulevard taper at Northside Drive to Lowery Boulevard (see description under safety project above) The Simpson Road Corridor Redevelopment Plan recommends extending bike lanes along Simpson Road from Lowery Boulevard about a half mile to the west, to the existing MARTA tracks, where the BeltLine development node is proposed.
- Designation of Jones Avenue, Proctor Street, and Griffin Street as bike routes with "Share the Road" signs or route markings. This will provide internal circulation and connection to bicycle facilities outside the neighborhood.

### **Pedestrian Recommendations**

The existing sidewalk system in the English Avenue neighborhood is discontinuous with many gaps in coverage. In addition, the sidewalks are often in need of repair or maintenance. Although there are generally painted crosswalks at major intersections, and pedestrian signals

at signalized intersections, many of the crosswalks could be better signed or otherwise improved. A functioning sidewalk network promotes a walking community, reduces vehicular and pedestrian incidents, and increases the health and public safety of the community.

- Ensure that all existing sidewalks are safe and in good repair.
- Encourage property owners to properly maintain sidewalks.
- Establish local funding source to subsidize neighborhood sidewalk repair and construction on private property.
- Require all new development to include preservation of good-quality existing sidewalks, repair of sub-standard sidewalks, or construction of new sidewalks. New sidewalks shall be a minimum of five (5) feet wide unless adjacent block faces have existing sidewalks with a consistent narrower profile, in which case new sidewalks can match the profile of the existing sidewalks for consistency with the historic context of the neighborhood.
- Recommend improving perimeter street sidewalks and crosswalks and providing Americans with Disabilities Act (ADA) ramps as necessary.
- Work with English Avenue Neighborhood Association (EANA) to sponsor a sidewalk maintenance program to provide trash/brush pick up and minor repair within the English Avenue neighborhood.
- Recommend 5 ft. sidewalks internal to the neighborhood on North Ave., Kennedy St., Brawley Drive, English Avenue and Vine Street, and on north-south connections across Simpson at signals/major crossings consistent with safety recommendations addressed earlier. Focusing pedestrian improvements on these locations will provide a limited but complete pedestrian system on major pedestrian routes and from most redevelopment areas.
- Recommend that Standard City of Atlanta streetlights be installed at 100' Intervals that do not deter pedestrian mobility and are concurrent with all sidewalk and streetscape projects.

Recommended sidewalk improvement locations:

*Both sides of Vine Street between Simpson Street and Kennedy Street*  
*Both sides of James P. Brawley Drive between Simpson Street and Jefferson Street*  
*Both sides of North Avenue from Northside Drive to Joseph E. Lowery Boulevard*

Both sides of English Avenue from Jett Street to Jefferson Street  
 Both sides of Kennedy Street from Northside Drive to Oliver Street  
 Both Sides of Jones Avenue from J. P. Brawley Drive to Northside Drive  
 Both Sides of Sunset Avenue from Simpson Street to Kennedy Street. Refer to Existing Conditions Sidewalks map for additional sidewalks that need repair.

**Figure 3.5**  
**Sidewalk Conditions**

